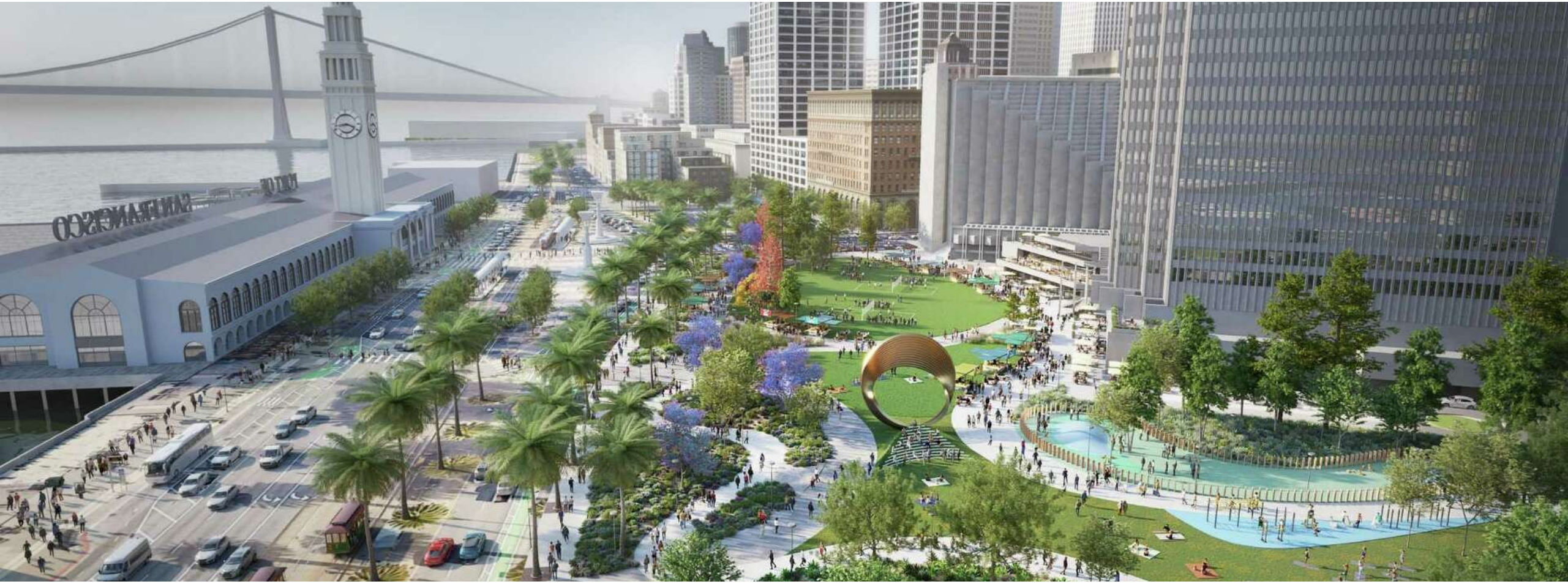
SAN FRANCISCO RECREATION & PARKS

EMBARCADERO PLAZA PROJECT

Project Kick-Off: Updates and Next Steps | 12.11.2024

bxp

DOWNTOWN SF PARTNERSHIP



AGENDA

1. Welcome & Introductions
10 minutes

2. Project Governance Structure
20 minutes

3. Project Goals
30 minutes

4. Review of Preliminary Design
20 minutes

5. Steps to Concept Approval
30 minutes

6. Next Steps
10 minutes

INTRODUCTIONS

- Name
- Organization
- Role on the project
- Share a reason why Embarcadero Plaza is important to you

ATTENDANCE

Organizer: Lisa Bransten (RPD)

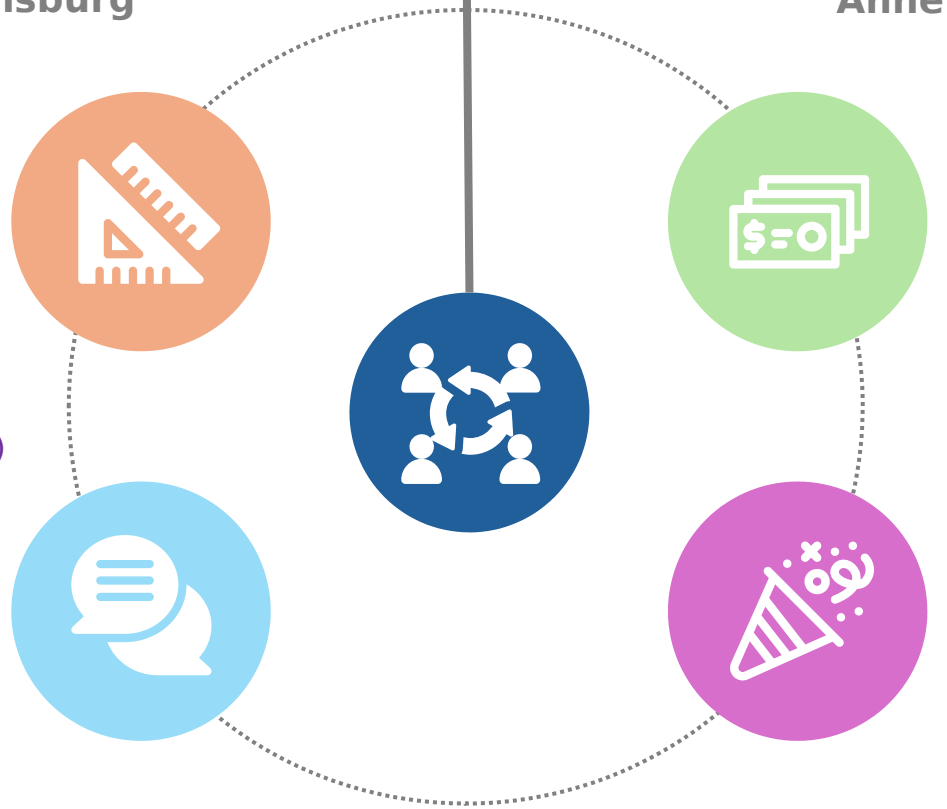
Attendees: Jacob Bintliff (OEWD), Zorana Bosnic (HOK), Stacy Bradley (RPD), Aaron Fenton (BXP), Phil Ginsburg (RPD)*, Eoanna Goodwin (RPD), Brian Jencek (HOK), Dana Ketcham (RPD), Beverly Ng (RPD), Kelli Rudnick (RPD), Robbie Silver (DTSF), Anne Taupier (OEWD)*, Roana Tirado (HOK)

**Virtually*

PROJECT GOVERNANCE STRUCTURE

PROJECT GOVERNANCE TEAM (PGT)

Aaron Fenton | **Phil Ginsburg** | **Anne Taupier** | **Robbie Silver**



PROJECT DELIVERY

Eoanna Goodwin, RPD
Aaron Fenton, BXP
Zorana Bosnic, HOK
Brian Jencek, HOK
Roana Tirado, HOK POC
Yonguk Kim, HOK
Dana Ketcham, RPD (advisory)

COMMUNICATIONS

Beverly Ng, RPD
Lisa Bransten, RPD
Aaron Fenton, BXP
Laura Kerla, BXP
Jacob Bintliff, OEWD
Robbie Silver, DSFP

FUNDRAISING

Robbie Silver, Downtown SF Partnership
Aaron Fenton, BXP
Lisa Bransten, RPD
Jacob Bintliff, OEWD
Brian Jencek, HOK

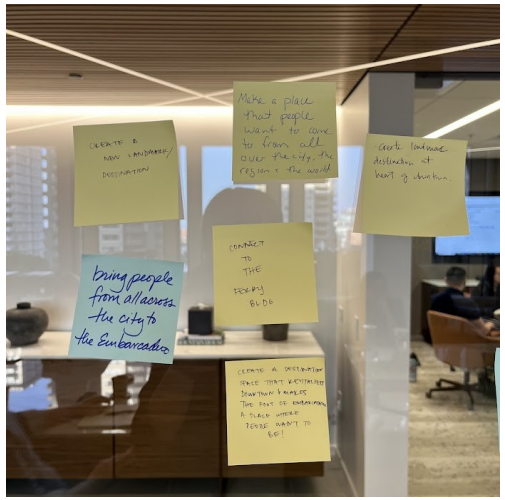
PROGRAMMING

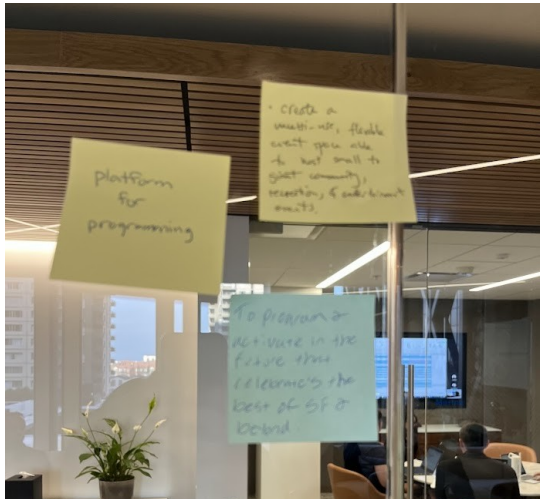
Dana Ketcham, RPD

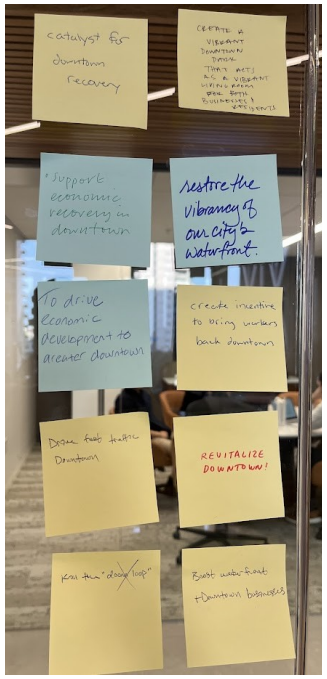
PROJECT GOALS

Write down your project goal(s)

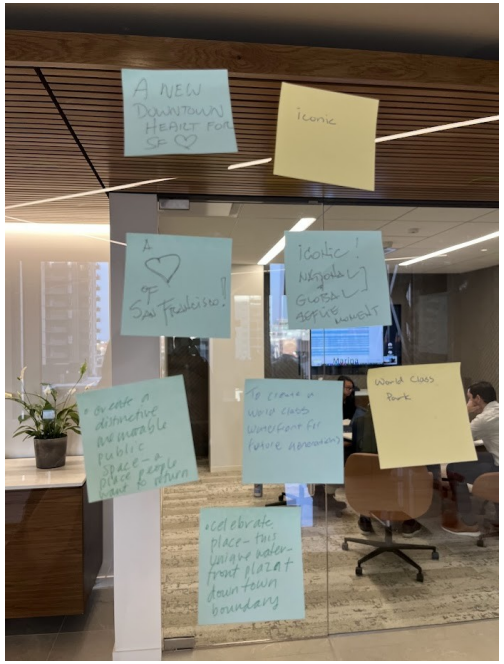
PROJECT GOALS

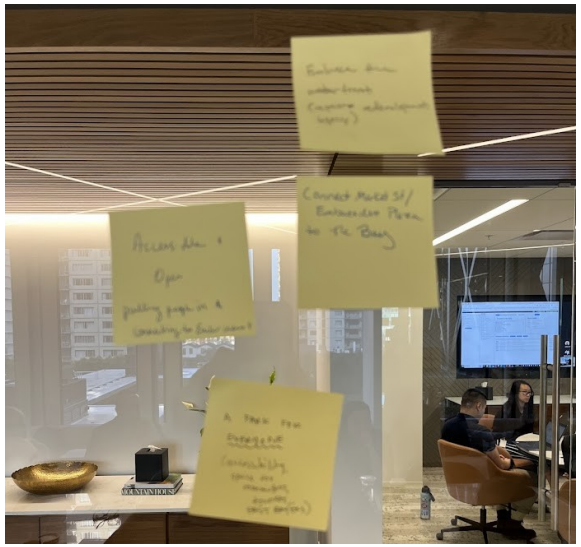

Make a place that people want to come to from all over the city, the region + the world
create landmark destination at heart of downtown
bring people from all across the city to the Embarcadero

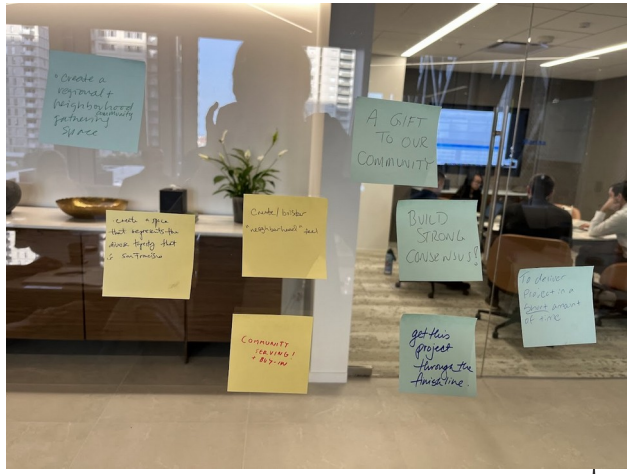



catalyst for downtown recovery
Support economic recovery in downtown
restore the vibrancy of our city's waterfront.
To drive economic development to greater downtown
create incentive to bring workers back downtown
REVITALIZE DOWNTOWN!

A PARK FULL OF PEOPLE
active
civic gathering space
Fun
Create a place for fun in SF
Create a place for people to relax + gather outside







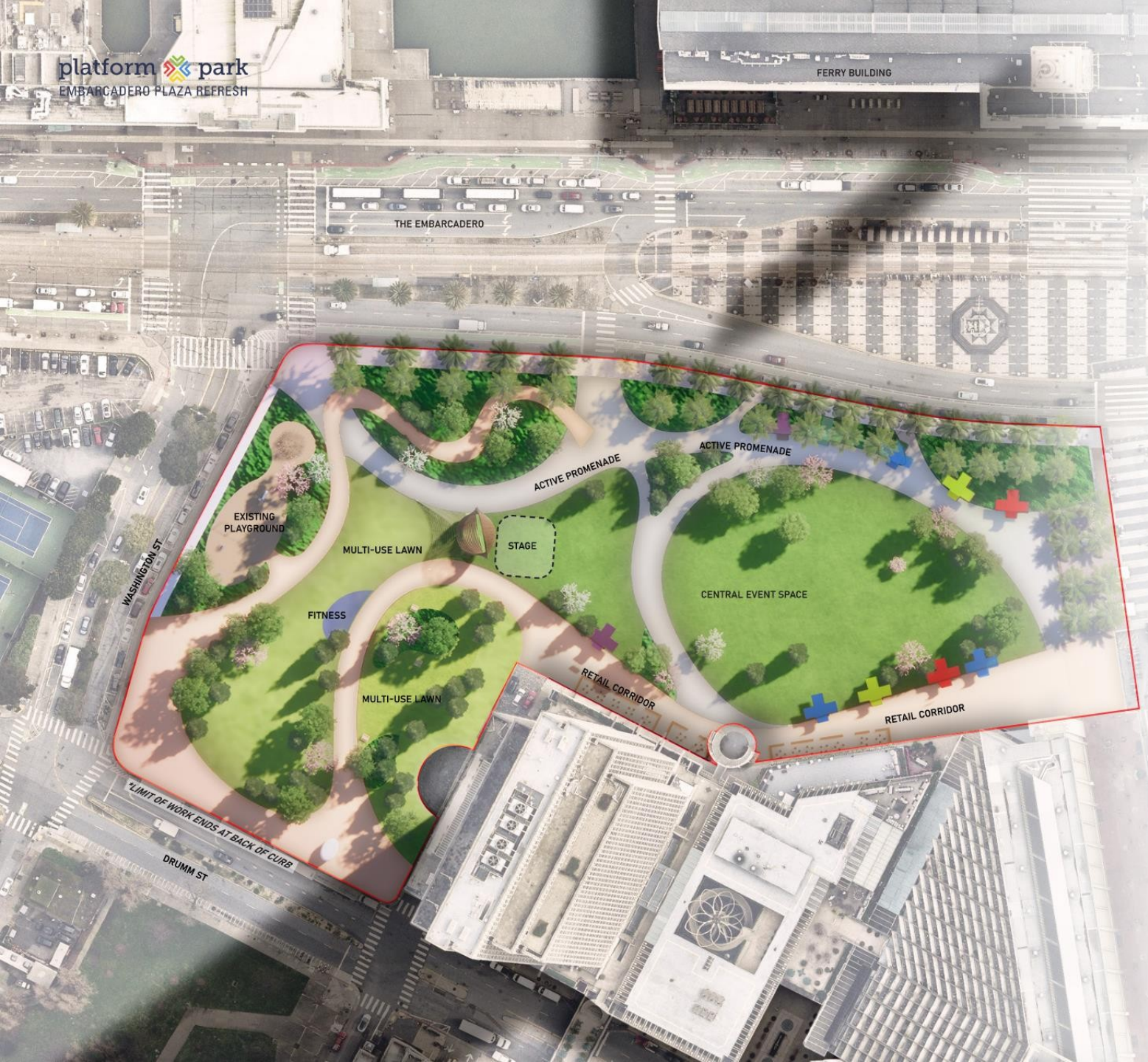
platform park
EMBARCADERO PLAZA REFRESH

bxp | h+k

PRELIMINARY PLAN OVERVIEW

AGENDA ITEM 4.1

Recap of Preliminary Design



platform park
EMBARCADERO PLAZA REFRESH

SAN FRANCISCO

CEQA DISCUSSION UPDATE

COMMUNITY ENGAGEMENT

Step 1: PUBLIC NOTICING

- Postcards
- Webpage, Newsletters, Emails & Social Media
- On-site posters and flyers

HERZ PLAYGROUND RECREATION CENTER

PARQUE INFANTIL DE HERZ
CENTRO RECREATIVO

赫氏（HERZ）遊樂運動中心

MALAE TAALO MA LE FALE
MAFUTA A LE HERZ

Virtual Community Meeting
Wednesday, February 3rd | 6:00 - 7:00 PM

SF Rec & Park, Mercy Housing and Related CA are pleased to share the final concept plan for the Herz Recreation Center Project (community gym). The discussion will include a presentation about including public art at the site and we will be sharing options for review. Please join us to provide your feedback!

Wednesday, February 3rd, 2021, 6PM - 7PM

Join Zoom Meeting: https://sfrpd.zoom.us/j/92537359883	Meeting ID: 925 3735 9883 Or call in: 669.900.6833

For questions contact: Project Manager, Alexis Ward: alexis.ward@sfgov.org

Closed captioning is available for this event. If you need ASL assistance, please call Lucas Tobin at the Inclusion Center 72 hours in advance: (415) 206-1229

COMMUNITY ENGAGEMENT

Step 2:
COMMUNITY MEETINGS

- Public Meetings In person and online
- Existing Community Groups
- Public Presentations

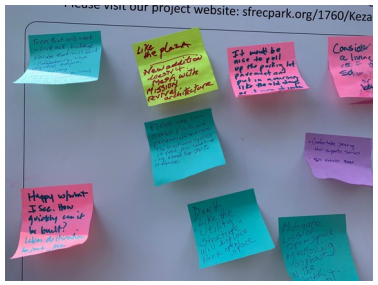
COMMUNITY ENGAGEMENT

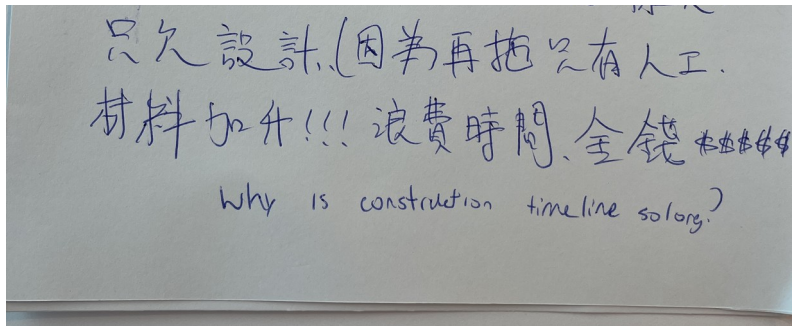
Step 3:
PUBLIC INPUT

Public Comment

Online Surveys

Comments and questions to staff





STEPS TO CONCEPT APPROVAL

Embarcadero Plaza Project

CEQA

CA Environmental Quality Act (CEQA) Environmental review by the Planning Department / Commission. Possible appeals to the Board of Supervisors

ASSESSMENT REPORTS

Site survey, Geotechnical report, Hazardous materials assessment, Sewer lateral scoping

RPD STAKEHOLDER REVIEWS

RPD Internal
Structural Maintenance Yard (SMY) Review, Park Service Area Review

Disability Access Coordinator (DAC)
Site Walk and Review

COMMUNITY ENGAGEMENT

Public Meeting #1
Discuss needs with Community. Get Feedback

Public Meeting #2
Provide ideas. Get Feedback

Public Meeting #3
Final Concept Plan. Get Feedback

CIVIC DESIGN REVIEW

Conceptual Presentation
For projects over $5M

COST ESTIMATE

Cost Estimate, Cost Estimate Reconciliation

CONCEPT DESIGN APPROVAL

RPD Commission
Rec & Park Capital Committee Meeting, Full Commission Meeting, occurs monthly

Next:

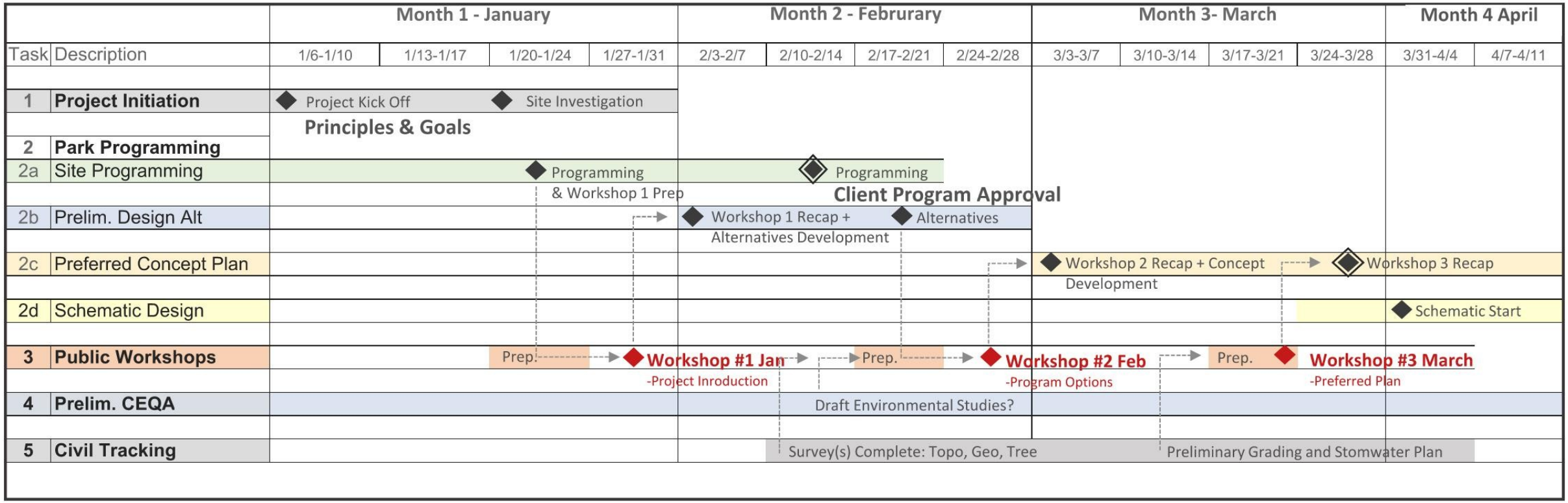
Let's discuss!

2025

PROJECT SCHEDULE

AGENDA ITEM 5.4

Draft Concept Schedule for Discussion



COMMUNITY ENGAGEMENT

Overview of community meetings, strategy and outline of proposed engagement strategy and feedback collection methods

COMMUNITY MEETING SERIES

PROJECT UNDERSTANDING, CONTEXT, VISION, AUDIENCE, PROGRAMMING

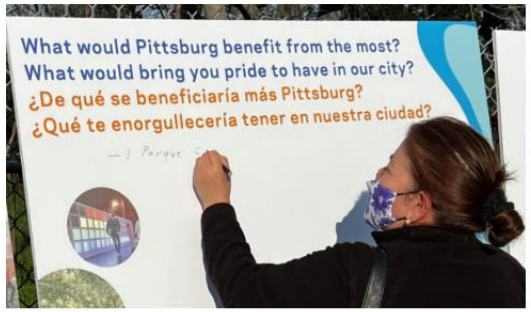
HIGH LEVEL PROGRAM MIXES AND ORGANIZATIONAL DIAGRAMS, PROS/CONS

PREFERRED CONCEPT PRESENTATION

MEETING 1

PROJECT INTRODUCTION:

Present Context, Background, Vision, Audience, Schedule; Collect Community Input


What would Pittsburg benefit from the most?
What would bring you pride to have in our city?
¿De qué se beneficiaría más Pittsburg?
¿Qué te enorgullecería tener en nuestra ciudad?

PROGRAM DEFINEMENT

Share Proposed Program, Organizational Diagrams; Assess Pros & Cons

MEETING 2

MEETING 3

PRESENT CONCEPT PLAN

Share Culmination of Community Input
Present Final Concept Design

NEXT STEPS

- **Schedule Project Governance Team Meetings**
- **Schedule Subcommittee Meetings**
  - Project Delivery: Monday, 12/16 at 1 pm via Teams
  - Fundraising
  - Communications

THANK YOU!